

## ABSTRACT OF THE DISCLOSURE

A dynamic price changing web marketing system, which comprises a commodity database, a commodity data providing module, and a trade processing module. The commodity database stores at least one commodity datum. The commodity providing module provides commodity data in a specific format. The trade processing module receives consumer's order for purchasing commodities. It is further characterized in that it contains a dynamic price changing module that gradually lowers the commodity price from an initial price. The commodity data providing module immediately provides the lowered price to the consumer. The trade processing module receives the consumer's order for purchasing the commodity when the price is lowered to a specific value. The invention also discloses a corresponding dynamic price changing web marketing method.